


Store Mapper Refresher

Practice downloading reports.

1. Navigate to mapping.countertools.org/iowa
(or countertools.org/iamapping)
2. Download three reports.
 - a. Click the “Get a report” button in the dialog box 
 - b. Select the “Area of Interest Report” section
 - c. Select “Retailers and Density” from the “Select a Report Type” dropdown
 - d. Select “County Boundaries” from the first “Select the area to report” dropdown
 - e. Select “Dubuque County” from the next dropdown
 - f. Keep the default “Entire State” selected from the dropdown under “Select the second area for comparison”
 - g. Leave the two boxes checked
 - h. Click “Generate Report”
 - i. Repeat steps c-h two more times, changing “Retailers and Density” to “Policy, Pharmacy” and “Policy, Near Schools and/or Parks”

Key steps for finding your story:

Focus on a geographic area.

Investigate spatial trends.

Note demographic changes.

Demonstrate actionable solutions.

Use the reports you previously downloaded to complete the following questions about Dubuque County.

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Focus on a geographic area.

You work for a tobacco coalition in Dubuque County. Let's look for a story there.

Investigate spatial trends.

How many total retailers are in Dubuque County?

Is the density of retailers lower or higher than the state overall?

Note demographic changes.

Your organization is particularly focused on rates of smoking in low-income households and the impact of tobacco retailers in their neighborhoods. Look at the reports and describe the trends in tobacco retailer density by income. What is the density of retailers in the lowest income bracket?

Demonstrate actionable solutions.

How many and what percentage of all retailers would be impacted by the two types of policy change (retailers near schools/parks and retailers with pharmacy counters)?

Number and percentage of retailers within 1000' of schools and parks:
_____(%)

Number and percentage of retailers which are pharmacies:
_____(%)

Based on this information, which of these two policies would have the greatest impact?

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For the policy that you selected in the last question, compare the impact of the policy across different incomes. Which income bracket will see the greatest change in retailer density?

BONUS:

What percentage of retailers are within 1000' of schools and parks in areas with the highest youth populations?
